

General Services Administration

Federal Supply Service

Authorized Federal Supply Schedule Price List

On line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage!, a menu driven database system. The Internet address for GSA Advantage! is: gsaadvantage.gov.

Schedule Title: Advertising & Integrated Marketing Solutions

FSC Group 541

Contract Number

GS-23F-0279N

For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at fss.gsa.gov.

Contract Period

July 10, 2013 through July 9, 2018

Graves Fowler Creative, Inc.

12 South Summit, Suite 325

Gaithersburg, MD 20877

www.gravesfowler.com

Contract Administrator

Theresa Graves

terry@gravesfowler.com

Phone: 301.816.0097

Fax: 301.816.0947

Business Size: Small, Woman Owned

customer information

- 1a. Table of awarded special item number(s) with appropriate cross-reference to item descriptions and awarded price(s).**
GS-23F-0279N (Small Business Set-Aside SINs)
541-1, Advertising Services
541-3, Web Marketing Services
541-4B, Video Film Services
541-4E, Photography Services
541-4F, Commercial Art and Graphic Design
541-5, Integrated Marketing Services
541-1000, Other Direct Costs
- 1b. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract.**
Not Applicable
- 1c. If the Contractor is proposing hourly rates, a description of all corresponding commercial job titles, experience, functional responsibility and education for those types of employees or subcontractors who will perform services shall be provided.**
Please refer to the attached Labor Category Descriptions and applicable hourly rates
- 2. Maximum order.**
\$1,000,000.00
- 3. Minimum order.**
\$100.00
- 4. Geographic coverage (delivery area).**
Domestic Only
- 5. Point(s) of production (city, county, and State or foreign country).**
Gaithersburg, Maryland
- 6. Discount from list prices or statement of net price.**
GSA Net Pricing as shown in pricing tables provided
- 7. Quantity discounts.**
None
- 8. Prompt payment terms.**
None
- 9a. Notification that Government purchase cards are accepted at or below the micro-purchase threshold.**
Yes

9b. Notification whether Government purchase cards are accepted or not accepted above the micro-purchase threshold.

Yes

10. Foreign items (list items by country of origin).

None

11a. Time of delivery. (Contractor insert number of days.)

ALL SINS – As Negotiated Between Contractor and Ordering Agency

11b. Expedited Delivery. The Contractor will insert the sentence “Items available for expedited delivery are noted in this price list,” under this heading. The Contractor may use a symbol of its choosing to highlight items in its price lists that have expedited delivery.

Services are available for expedited delivery. Expedited delivery time is negotiated between Contractor and Ordering Agency

11c. Overnight and 2-day delivery. The Contractor will indicate whether overnight and 2-day delivery are available. Also, the Contractor will indicate that the schedule customer may contact the Contractor for rates for overnight and 2-day delivery. Services are available for expedited delivery.

Expedited delivery time is negotiated between Contractor and Ordering Agency

11d. Urgent Requirements. The Contractor will note in its price list the “Urgent Requirements” clause of its contract and advise agencies that they can also contact the Contractor’s representative to effect a faster delivery.

Services are available for expedited delivery. Expedited delivery time is negotiated between Contractor and Ordering Agency

12. F.O.B. point(s).

Destination

13a. Ordering address(es).

Graves Fowler Creative, Inc.
12 South Summit Avenue
Suite 325
Gaithersburg, MD 20877

13b. Ordering procedures: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA’s) are found in Federal Acquisition Regulation (FAR) 8.405-3.

14. Payment address(es).

Graves Fowler Creative, Inc.
12 South Summit Avenue
Suite 325
Gaithersburg, MD 20877

15. Warranty provision.

Not Applicable

16. **Export packing charges, if applicable.**
Not Applicable
17. **Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level).**
Not Applicable
18. **Terms and conditions of rental, maintenance, and repair (if applicable).**
Not Applicable
19. **Terms and conditions of installation (if applicable).**
Not Applicable
20. **Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable).**
Not Applicable
- 20a. **Terms and conditions for any other services (if applicable)**
Not Applicable
21. **List of service and distribution points (if applicable).**
Not Applicable
22. **List of participating dealers (if applicable).**
Not Applicable
23. **Preventive maintenance (if applicable).**
Not Applicable
- 24a. **Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants).**
Not Applicable
- 24b. **Indicate that Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details can be found (e.g. contractor's website or other location.) The EIT standards can be found at: www.Section508.gov/.**
25. **Data Universal Number System (DUNS) number.**
19-180-0309
26. **Notification regarding registration in System for Award Management (SAM) database.**
Graves Fowler Creative, Inc. SAM registration is valid through 8/9/2014.

labor descriptions and pricing prices effective 7/9/13

Corporate Monitor \$139.04/Hour

Education/Experience:
Bachelor's degree and eight years of marketing, communications or consulting experience.

Primary Responsibilities:
Provides leadership and financial oversight to manage client contracts. Supervises staff selection and performance, project execution, contract compliance and deliverable schedule for communication activities including marketing, branding, print and online design, photography and video production.
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Project Director \$139.04/Hour

Education/Experience:
Bachelor's degree and a minimum of eight years related experience. At least five years of specialized experience in project development from inception to deployment. Demonstrated capability in managing multi-task contracts and/or subcontracts of various types and complexity.

Primary Responsibilities:
Responsible for planning, developing, implementing and evaluating overall program initiatives and directing subordinate managers/staff. Responsibilities include, but may not be limited to: establishing goals, objectives, performance requirements, standards, and accountability; administration of program costs, budget and management; and execution of specific communications projects. Ability to direct and manage multiple programs or projects simultaneously.
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Marketing Strategist \$139.04/Hour

Education/Experience:
Undergraduate degree in communications, marketing, business or related field. Graduate degree in marketing preferred. At least 5 years of experience with cause-related or social marketing campaigns.

Primary Responsibilities:
Researches to define target audiences and determine appropriate messaging to them. Analysis of competitive environment, interviews with key stakeholders, brand assessments and campaign strategy development.
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Project Manager \$139.04/Hour

Education/Experience:
Bachelor’s degree in business, media, design, computer science, marketing or other relevant fields and a minimum of three years experience.

Primary Responsibilities:
Manages activities, personnel and administrative functions related to specific projects and ensures that solutions and schedules are implemented in a timely manner. Assists the Program Director in working with the Government Contracting Officer (CO), the Contracting Officer’s Representative (COR), government management personnel and customer agency representatives. Monitors product quality and project milestones. Provides reports on project status to the Project Director.

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Creative Director \$139.04/Hour

Education/Experience:
BFA in graphic design preferred. Graduate work in graphic design or related field preferred. Macintosh literacy, 10-12+ years of varied working experience in increasingly challenging positions. Supervisory experience within an agency or design studio required. Proficiency in Quark Xpress, Adobe Illustrator and Photoshop required. Web design and/or multimedia experience preferred. Previous supervisory experience is required.

Primary Responsibilities:
Supervisory responsibility for creative staff and responsible for the overall quality of work produced by the staff. Helps designers translate client’s marketing objectives into creative strategies. Works with principals to write proposals, determine budgets, determine company goals and how to achieve them. Makes client presentations. Acts as client liaison. Assigns projects and teams. Mentors and helps to train creative staff. Develops and institutes new company procedures. Recommends purchases of new equipment.

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Art Director \$139.04/Hour

Education/Experience:
BFA in graphic design preferred. Graduate work in graphic design or related field helpful. Macintosh literacy, 8+ years experience as a designer or art director in an agency or design studio and proficiency in Quark Xpress, Adobe Illustrator and Photoshop required. Web design and/or multimedia experience preferred. Previous supervisory experience is required.

Primary Responsibilities:
Works independently with clients and/or with creative team. Oversees development of innovative ideas and concepts. Manages projects from concept through to delivery. Assists in determining budgets and oversees them. Trains designers and junior designers. Evaluates and recommends new procedures and equipment.

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Senior Designer \$139.04/Hour

Education/Experience:

BFA in graphic design preferred. Graduate work in graphic design or related field helpful. Macintosh literacy, 6+ years experience as a designer or art director in an agency or design studio and proficiency in Quark Xpress, Adobe Illustrator and Photoshop required. Web design and/or multimedia experience preferred.

Primary Responsibilities:

Works independently with clients and/or with creative team. Develops innovative ideas and concepts. Designs and supervises projects from concept through to delivery. Works with supervisor to determine budgets. Responsible for maintaining budget. Selects and monitors outside vendors.

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Web Designer \$139.04/Hour

Education/Experience:

BFA in graphic design preferred. Graduate work in graphic design or related field helpful. Macintosh literacy, 4+ years experience as a designer (2+ years specifically web design) in an agency or design studio and proficiency in Adobe Dreamweaver and Adobe Photoshop required. Experience with HTML5, CSS, Adobe Flash and Adobe Flex preferred. Print design and/or other multimedia experience preferred.

Primary Responsibilities:

Works independently with clients and/or with creative team. Develops innovative ideas and concepts. Responsible for navigation design and visual design and execution (including HTML prototyping, image selection and optimization). Manages projects from kickoff through launch. Works with supervisor to determine and maintain budgets. Selects, monitors and manages outside vendors such as programmers and web hosts.

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Web Developer \$139.04/Hour

Education/Experience:

Certification in web development applications. Must have a minimum of five years of experience in website development, HTML coding and web standards.

Primary Responsibilities:

Builds web sites using HTML coding and a variety of technologies such as .NET, PHP and ColdFusion. Manages integration with web applications and content management systems. Ensures that projects meet acknowledged standards such as Section 508 compliance for accessibility. Tests sites for cross-browser compatibility. Manages and performs website editorial content activities. Also develops other online communications such as e-books, e-news, blogs and advertising. Analyzes complex technical problems and executes solutions.

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Designer

\$139.04/Hour

Education/Experience:
BFA in graphic design preferred. Macintosh literacy, 3-5 years experience as a designer in an agency or design studio and proficiency in Quark Xpress, Adobe Illustrator and Photoshop required. Web design and/or multimedia experience preferred.

Primary Responsibilities:
Conceptualizes, designs, and produces projects from beginning to end within the allotted budget. Print coordination and client contact as required by job. Works as a part of coordinated team and assists other staff members. Maintains and updates digital asset management system. Assists in computer maintenance/coordination as necessary.

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Junior Designer

\$139.04/Hour

Education/Experience:
BFA in graphic design preferred. Macintosh literacy required. 1-2 years in agency or design studio preferred as well as proficiency in Quark Xpress, Adobe Illustrator and Photoshop. Web design knowledge helpful.

Primary Responsibilities:
Assists staff in design and production. Development and execution of design concepts within budget allotted. Maintains and updates digital asset management system. Assists in computer maintenance/coordination as necessary.

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Administrative Director

\$139.04/Hour

Education/Experience:
BFA in graphic design or related field preferred. Graduate work in business helpful. Macintosh literacy, 5+ years experience in an agency or design studio and proficiency in Quark Xpress, Adobe Illustrator and Photoshop required. Web design and/or multimedia experience preferred. Previous supervisory experience is required.

Primary Responsibilities:
Responsible for managing the day-to-day business operations and processes including job tracking, estimating, billing, scheduling and budget coordination. Also responsible for implementation and management of job tracking database. Serves as liaison with printing vendors on estimates and schedules. Manages day-to-day staffing needs, contracting with approved freelancers as needed. Supervises computer operations and budget requests regarding computers and software.

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Senior Writer \$139.04/Hour

Education/Experience:
B.A. in Journalism, Communication, English, or related field and five to seven years of writing experience.

Primary Responsibilities:
Formulates and writes copy for publications, websites, awareness campaigns, fact sheets, PSA scripts, blogs, project summaries and internal progress reports. Edits and proofreads content provided by clients and partnering agencies. Collaborates with subject matter experts, researchers and designers to integrate content into print and online communications.

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Junior Writer \$139.04/Hour

Education/Experience:
B.A. in Journalism, Communication, English, or related field and three to four years of writing experience.

Primary Responsibilities:
Provides technical writing support for project deliverables. Conducts research, identifies subject matter experts and conducts interviews. Gathers data and organizes facts for inclusion in written products. Develops drafts and submits them for review. Proofreads copy written by project team members and clients.

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Editor \$139.04/Hour

Education/Experience:
B.A. in Journalism, Communication, English, or related field and five to seven years of writing experience.

Primary Responsibilities:
Provides technical writing, editing, and proofreading support for materials such as reports, new releases, fact sheets, web sites and PSA scripts.

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Photographer \$139.04/Hour

Education/Experience:
Photography school or college (preferred) or three to five years of photography experience.

Primary Responsibilities:
Photographs a wide range of subjects, from human subjects posed or captured in action during an event; to places such as landscapes, buildings and interiors; to objects such as still images or artifacts. Shoots photos either in a studio or on location, with film or digital camera equipment. Digitizes photos for computer use. Enhances digital images with specialized computer software. Shoots video footage of events and develops videos on various subjects. Helps establish the overall presentation of the subject that is being filmed or videotaped. Selects appropriate equipment including cameras, lenses and lighting. Works closely with the Art Director or Designer at photo shoots to determine the lighting, talent, art direction and camera action for each scene.
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other direct costs

for GSA contract number GS-23F-0280N

photography/illustration	nfe ceiling
Illustration	\$8,500.00
Photography	\$10,000.00
Royalty-free Images	\$4,076.52
miscellaneous	nfe ceiling
Copywriting	\$2,500.00
Printing	\$33,512.00
Scans	\$380.00
Exhibit Fabrication/Tri Tower	\$2,724.00
Exhibit Table Top	\$6,971.58
Exhibit	\$11,331.99
Content Management System	\$5,000.00
Web Development/Programming	\$32,500.00
materials & deliveries	nfe ceiling
Materials*	\$420.00
<i>*Materials include color proofs, mounting boards, cd/dvd disks and related art materials</i>	
Deliveries by courier	\$155.00
FedEx	\$462.50
Shipping	\$3,184.81

overview

Graves Fowler Creative is an award-winning marketing communications firm founded in 1984 and located in Gaithersburg, Maryland, near Washington, DC. From the beginning, we have focused much of our talent and energy on work for government agencies and not-for-profit clients. Today our capabilities have evolved from graphic design into a full complement of social marketing services.

Graves Fowler serves a host of corporate, government and not-for-profit clients. We offer market research; commercial art and graphic design services; public awareness and education support; exhibit design and conference services; photography and video; and web site design and maintenance.

Creating successful communications requires three things:

- **Strategy and Research**

Setting the stage for effective communications requires a thorough understanding of our clients' history, brand equity, market competition and perceived strengths (and weaknesses) among target audiences. With this internal and external look at your organization, we define the challenge clearly and set reachable, strategic goals for the work.

- **Imagination**

We bring our best thinking to each project we undertake. That involves working closely with our clients to hear and understand their vision, and then reaching beyond expectations to create truly memorable solutions.

- **Craftsmanship**

Ideas are only as good as their execution. At Graves Fowler our team has depth of experience that ensures every deliverable will be of the highest quality. Our team is made up of degreed professionals with years of real-world experience.

- **Careful Management**

Attentive project management, a sophisticated tracking system and wise budget allocations are key elements to successful management overall. Our clients can expect proactive problem-solving and prompt responses to any questions that may arise.

Graves Fowler Creative produces attention-getting, effective marketing communications that have won many national awards. Our work speaks for itself. What is less apparent is the behind-the-scenes relationship-building that makes this success possible. We are known as team players and work best in environments where we can operate as an integral part of the organization we are serving. Whatever the assignment, we become an enthusiastic, creative and reliable part of the team.